



# What to do with the data?

Giovanni Finocchiaro – ISPRA – Italian Institute for Environmental Protection and Research

**TOGETHER FOR EU TOURISM**

1st Webinar of the T4T Green Subgroup

12 March 2024

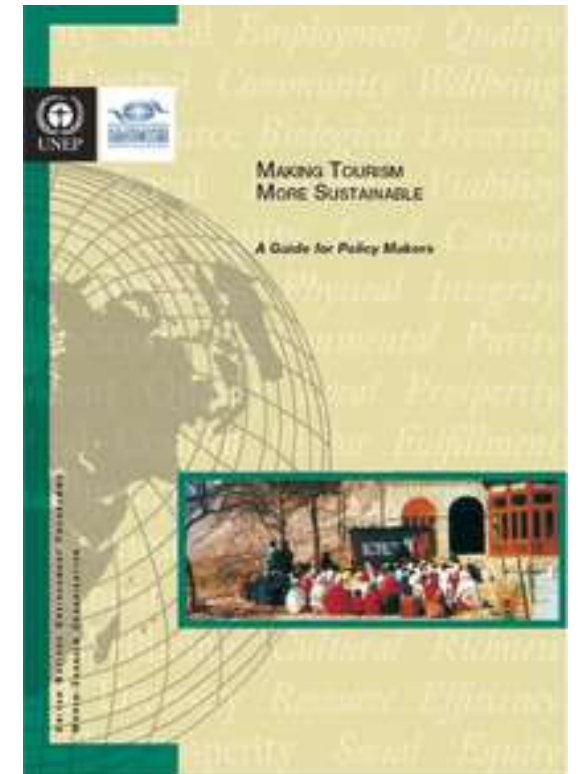
#EUTourism



# Sustainable Tourism

#EUTourism

*Sustainable Tourism takes into account environmentally sustainable practices used in and by the tourism industry. It is defined by the United Nations Environmental Programme (UNEP) and the United Nations World Tourism Organization (UNWTO) as “tourism that fully considers its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities”. This definition emphasizes the need for tourism to be environmentally respectful, socially inclusive, and economically sustainable to ensure long-term benefits for all stakeholders.*



# Environmental sustainability in tourism

#EUTourism

Environmental sustainability in tourism refers to the adoption of practices and policies that promote responsible tourism, capable of preserving and protecting the natural environment, biodiversity, and cultural resources of tourist destinations.



# Environmental sustainability in the tourism sector: key principles

- **Resource Conservation:** Environmental sustainability in tourism requires the conservation of natural elements like forests, coral reefs, and cultural sites, ensuring tourist destinations maintain their ecological and historical integrity.
- **Impact Reduction:** This principle aims at minimizing tourism's ecological footprint through efficient use of water and energy, waste management, recycling, and eco-friendly transportation and lodging options.
- **Community Engagement:** The approach involves local communities in tourism planning and benefits, fostering models of tourism that support local participation and cultural respect.
- **Education and awareness:** It focuses on informing tourists, businesses, and locals about the significance of maintaining the environmental and cultural health of destinations, promoting sustainable travel practices.



# The environmental dimension of the sustainable tourism and the importance of its measurement (INDICATORS, Accounts, etc...)

The environmental sustainability of tourism will require information primarily on the following four major themes:

- Natural resource consumption (e.g., water, energy) by the tourism industry.
- The use of the environment in tourism activities.
- Environmental impacts generated by tourism.
- Tourism industry strategies to mitigate such impacts and enhance sustainability.

# The current key issues in Sustainable Tourism Measurement

#EUTourism

- Institutional research on tourism:
  - Focuses primarily on economic factors.
  - Often neglects the critical link between tourism and its environmental impacts.
- Environmental impact statistics in tourism:
  - Are usually fragmented and viewed from an accounting perspective.
  - Considered experimental in the context of integrated economic and environmental tourism accounts.

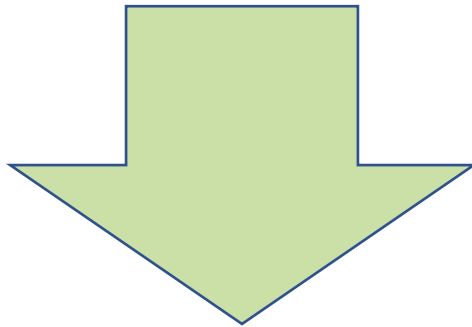
## INTERNATIONAL LEVEL



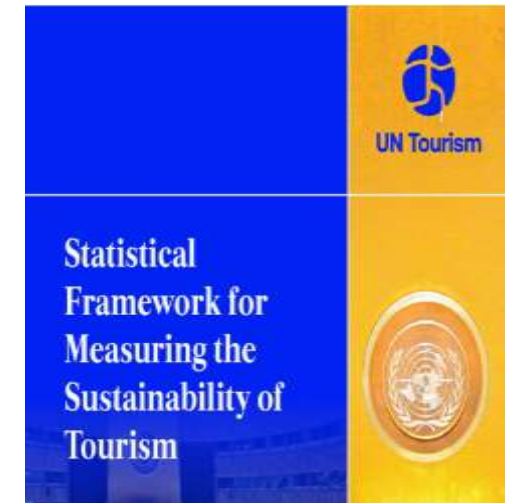
UN Tourism

UNWTO: Statistical Framework for Measuring the Sustainability of Tourism (SF-MST)

TSA – SEEA



Predominance of economic and accounting language at the expense of the specifically environmental one.



Towards a proposal for a set of indicators

# The main "institutional" experiences of measuring sustainable tourism

#EUTourism

## EU Tourism Dashboard (2022)



EUROPEAN LEVEL



ETIS – European Tourism Indicators System (2013)

EPA Network Interest group on Environment and Tourism (2021)



EUROSTAT is trying to promote a core set of simple indicators for sustainable tourism (under processing...)





## Beyond the Indicators...: The need for common data

- Okay! relevant and scientifically solid indicators;
- Okay! common methodologies for processing these indicators;

but what is really lacking at the European level are common basic data on the theme of tourism and the environment.

Therefore:

- collections of environmental data for the tourism sector or
- data collection for tourism in environmental monitoring.

## ....and for the supplier level?

- Environmental criteria provided by environmental certifications could be a valuable basis for data collection
- Private Sector Sustainability Measurement: Suggestions for Official Statistics

## Possible solutions / take-away message

- Accurate and shared data collection is crucial for informed decision-making and enhancing tourism experiences.
- Policy direction is needed for relevant data collection on tourism and the environment.
- Reducing data fragmentation and increasing synergy among key institutions is important for effective data governance in Europe.



# Conclusions

To support and to promote the environmental dimension of the sustainability of the tourism sector.



Research



Knowledge



Awareness



Data

# Thanks for your kind attention

[giovanni.finocchiaro@isprambiente.it](mailto:giovanni.finocchiaro@isprambiente.it)

## Questions?